



**Santa Cruz County Chamber of Commerce
Community Leadership Visit (CLV)
October 11 — October 12, 2023**

Transportation (Tentative — Subject to change and modifications)

- The starting location is Dream Inn, 175 West Cliff Dr., Santa Cruz, CA
- Includes a one-night stay at Dream Inn and overnight parking.
- Santa Cruz Metro is donating the use of their buses for our travel.
- Meals are included during the CLV trips. *All incidental expenses are the responsibility of each participant.*

Chamber Contacts

- Amy Sousa, Director of Membership, Marketing & Events, (850) 461-0069
- Duf Fischer, Ambassador Chair / Event Liaison, (831) 234-5316

Santa Cruz County Statistics

Categories	Santa Cruz County	Santa Cruz	Capitola	Scotts Valley	Watsonville
Total Population	264,370	61,800	9,659	12,073	51,525
Employment	64.40%	63.20%	63.40%	62.80%	64.40%
Median Household Income	\$96,093	\$96,217	\$83,726	\$114,504	\$67,007
Housing Units (total)	107,124	24,036	5,147	5,309	15,233
Vacant	9%	3.90%	12.00%	0.00%	0.00%
Renter Occupied	36.10%	54.10%	42.00%	24.30%	56%
Owner Occupied	54.90%	42.00%	46.00%	75.70%	44%
Median Gross Rent	\$1,925	\$2,072	\$2,062	\$2,124	\$2,362
Median Gross Value	\$826,500	\$933,000	\$706,000	\$883,100	\$542,900
Education (25+)					
High School or Higher	88.30%	95.70%	94%	97%	63.90%
Bachelor or Higher	41.90%	56.60%	44.40%	52.30%	10.70%

US Census Bureau



October 11, 2023

Please consider having breakfast and coffee before arriving on Wednesday or feel free to bring a little breakfast snack to take on the bus. There is also a small Verve cart in the lobby of the Dream Inn to grab a coffee. We will have bottled water on the bus.

- 7:45 am Gather and park at the [Dream Inn](#) parking lot across from 175 West Cliff Drive, Santa Cruz
- 8:00 am Departure from Dream Inn to South Santa Cruz County; breakfast snacks in route
- 9:00 am Tour of [Farm Discovery at Live Earth Farms](#)
- 9:45 am Depart Live Earth Farms for Downtown Watsonville
- 10:00 am Tour of [Lakeside Organics Cold Storage](#)
- 10:30 am Depart for [Digital Nest](#)
- 10:45 am Tour of [Digital Nest](#)
- 11:15 am Walk to Cabrillo College
- 11:30 am Tour & Lunch at Cabrillo College [Solari Green Technology Center](#)
- 12:30 pm Walk to [Downtown Watsonville Transit Center](#) to reboard the bus
- 12:40 pm Depart for County of Santa Cruz, [South County Center](#)
- 12:50 pm Tour of County of Santa Cruz, [South County Center](#)
- 1:20 pm Depart South County Center for Beach Ranch [Lakeside Organics](#) farm site
- 1:30 pm Tour of [Lakeside Organics](#) farm site
- 2:00 pm Depart for [Soquel Creek Water Purification Plant](#)
- 2:30 pm Tour of [Soquel Creek Water Purification Plant](#)
Regional Transportation Commission to provide update on Highway 1 project and Chanticleer Avenue Pedestrian/Bike overpass
- 3:15 pm Depart Soquel Creek Plant for [Capitola Road Health & Housing Project](#)
- 3:30 pm Tour [Capitola Road Health & Housing Project](#) by Dientes, MidPen Housing and Santa Cruz Community Health
- 4:00 pm Depart for return to the Dream Inn for hotel check-in
- 6:30 pm Meet at Abbott Square for Dinner; transportation on own



October 12, 2023

Grab breakfast at the Verve coffee cart (opens as early as 6:30 am)

each participant staying at the Dream Inn will have \$15 applied to their room; attendees are asked to charge this to their room.

- 8:30 am Depart the Dream Inn for [Mount Herman Adventures](#)
- 9:00 am Tour of [Mount Herman Adventures](#)
- 10:15 am Depart for [Ambient Photonics, Inc.](#)
- 10:45 am Tour of [Ambient Photonics, Inc.](#)
- 11:30 am Depart Scotts Valley for Cocoanut Grove
- 12:00 pm Arrive at Cocoanut Grove
[University of California Santa Cruz Innovative Initiatives](#)
Lunch & Presentation
- 1:15 pm Depart Boardwalk for Downtown Santa Cruz mixed use projects
[Pacific Front Mixed Use Project](#) and [Pacific Station North & South Projects](#)
- 1:30 pm Tour of Downtown Santa Cruz [Pacific Front Mixed Use Project](#)
and [Pacific Station North & South Projects](#)
- 2:45pm Depart to the the Dream Inn, 175 West Cliff Drive



**Santa Cruz County Chamber of Commerce
Community Leadership Visit (CLV)
Participant List**

First Name	Last Name	Org. Name	Email
Alyssa	Beatton	Santa Cruz Warriors	abeatton@santacruzbasketball.com
Nicole	Coburn	County of Santa Cruz	nicole.coburn@santacruzcounty.us
Katie	Conley	Swenson Builders	kconley@swenson.com
Jennifer	Cosby	Swenson Builders	jennifer@swenson.com
Zachary	Davis	The Glass Jar, Inc.	zach@theglassjar.com
Peter	Detlefs	County of Santa Cruz	peter.detlefs@santacruzcounty.us
Angelo	DeBernardo	Santa Cruz County Bank	adebernardo@sccountybank.com
Sarah	Domondon	City of Santa Cruz	sdomondon@cityofsantacruz.com
Ron	Duncan	Soquel Creek Water District	rond@soquelcreekwater.org
Kristin	Fabos	Cabrillo College	krfabos@cabrillo.edu
Katie	Ferraro	City of Santa Cruz	Kferraro@cityofsantacruz.com
Duf	Fischer	Santa Cruz County Chamber	duf_fischer@yahoo.com
Dave	Kao	Santa Cruz Warriors	dkao@warriors.com
Nathan	Kieu	County of Santa Cruz	nathan.kieu@santacruzcounty.us
Bonnie	Lipscomb	City of Santa Cruz	blipscomb@cityofsantacruz.com
Morgan	Lukina	David Lyng Real Estate	morganlyng@davidlyng.com
Laura	Marcus,	Dientes Community Dental Care	laura@dientes.org
Monica	Morales	HSA of Santa Cruz County	Monica.Morales@santacruzcounty.us
Shannon	Munz	Santa Cruz Regional Transportation Commission (SCC RTC)	smunz@sccrtc.org
Dan	Smart	Santa Cruz Dream Inn	dsmart@dreaminnsc.com
Michael	Smith	Bay Federal Credit Union	msmith@bayfed.com
Amy	Sousa	Santa Cruz County Chamber	amy.sousa@santacruzchamber.org
Rebecca	Unitt	City of Santa Cruz	runitt@cityofsantacruz.com
Rick	Weiss	Bay Federal Credit Union	rweiss@bayfed.com
Melissa	Whatley	University of California at Santa Cruz	mwhatley@ucsc.edu